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## The Craft of Corporate Journalism: Writing and Editing Creative Organizational Publications (Paperback)

By Lionel L Fisher

Createspace Independent Publishing Platform, United States, 1992. Paperback. Condition: New. Ruth Spani-Phinney, Www Htmppublishing Net (illustrator). Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.The Craft of Corporate Journalism is a dynamic reference guide for business journalists, corporate communicators, and writers and editors of organizational publications. It is an indispensable manual that will be used daily by beginners and seasoned corporate writers/editors alike in the daily business of crafting creative organizational publications. Lionel Fisher writes in a fresh, down-to-earth style honed by his forty-five years of experience as a corporate communicator, newspaper correspondent/columnist, advertising/public relations creative director-copy chief, and as a freelance writer specializing in business-sales-marketing-organizational communications. He provides essential, hands-on counsel, instruction and advice on the esoteric challenges of corporate writing. The seminal message Fisher conveys is that business-related magazines, newsletters, ezines, and other organizational publications need not be dull, dry, or merely informational. Rather, corporate journalists must earn and sustain the interest of their readers, which can only be done with powerful writing. His descriptive instruction and crisp counsel is packed with riveting examples of journalistic and business prose to illustrate critical points as he teaches organizational communicators how to write. The author s engaging, iconoclastic...



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